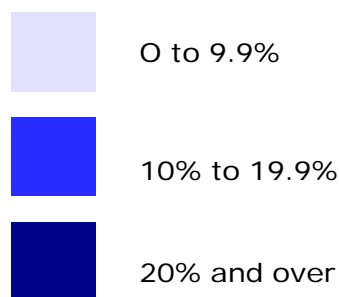
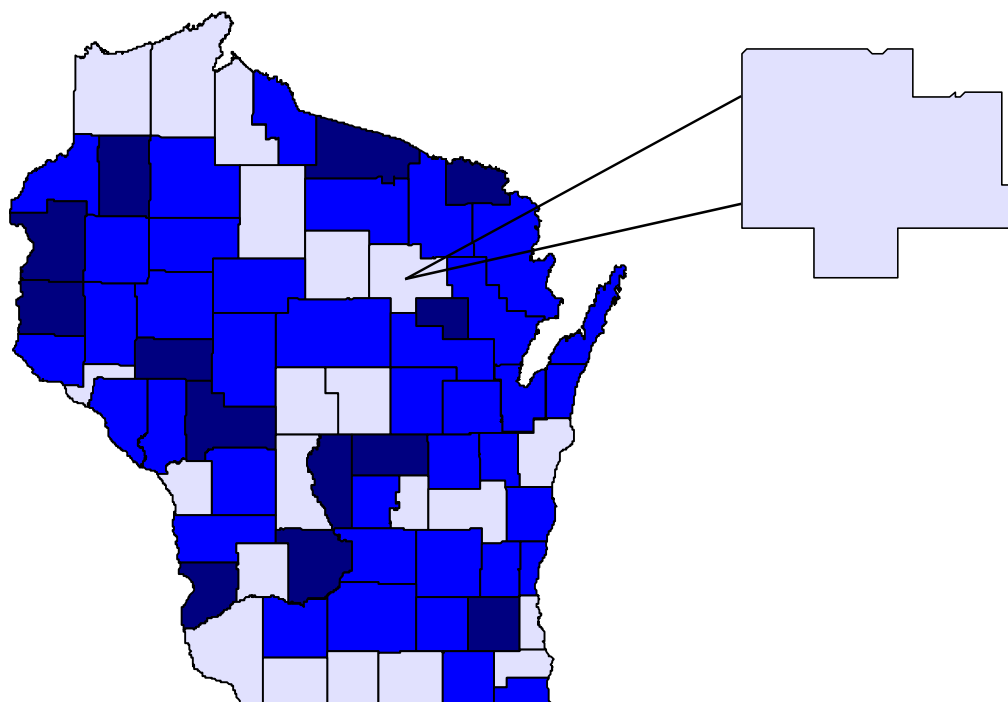


Langlade County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Langlade County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

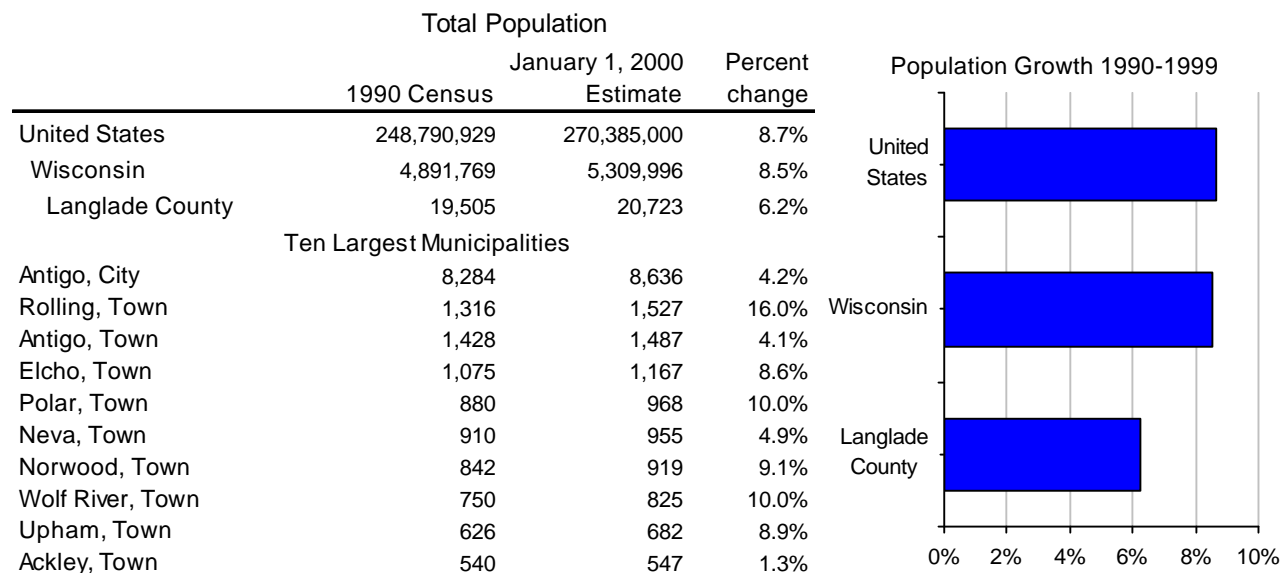
A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

For more detailed information or clarification, please contact your local labor market analyst, Dennis Goodwin, by telephone (715-261-7745) or email (goodwd@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Langlade County Population and Civilian Labor Force

The rate of growth of Langlade County is slower than that of either Wisconsin or the United States. In the eight years between 1990 and 2000, only about 1,200 people were added to the population total of the county. This lower number compared to other areas is somewhat typical of the more sparsely populated counties of the northern part of the state where population increase is more often due to natural increase rather than in-migration. Similarly, the towns of the county show little increase in the period mentioned, and some have even lost some people. Part of this loss is, undoubtedly, the emigration of the young, which has been increasing in rural areas for years.



* Langlade County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

People who are not working includes people who are unemployed and people who are not in the labor force. Unemployed does not include all people who are not working. Some people who are not working are not technically unemployed. Examples of people who are not working but who are not unemployed are retirees or people who choose not to work. When looking at the labor force in Langlade County, one can see that well over half are 40 and older, about 62 percent. About 38 percent are less than 40 years old. This is not much different than most of the counties of the state.

The term used to describe the relationship between the labor force and population is the participation rate. In Langlade County, about 42 percent of the population is not in the labor force, or "participating". About 54 percent are working (either full time or part time), with less than about three percent unemployed. This means a participation rate for Langlade County of about 60 percent, compared to 6 percent for the US, and 72 percent for the state.

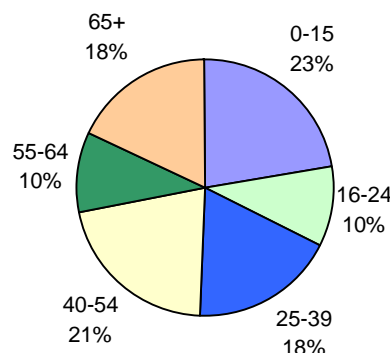


The 38 percent increase in labor force aged population between the ages of 40 and 54 is the result of the aging of baby-boomers. Of major significance to employers has been the somewhat slow growth in the number of younger workers. Slow growth in the number of 16 to 24 year olds (almost seven percent) and an increase in the number of businesses that traditionally hire large numbers of young workers has contributed to the current labor shortage, although Langlade County seems to have less of a labor shortage problem than many other counties of the state. It should also be mentioned that three percent is a very low rate of unemployment for any area, but especially for a rural Wisconsin County.

Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

Langlade County Labor Force Age Population Distribution

Age Group	Population		Percent change
	1990 Census	1999 Estimate	
0-15	4,635	4,643	0.2%
16-24	1,977	2,106	6.6%
25-39	4,080	3,750	-8.1%
40-54	3,139	4,348	38.5%
55-64	1,986	2,142	7.9%
65+	3,689	3,735	1.2%



Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau

Langlade County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	9,400	9,600	9,700	9,600	9,400	9,100
Employed	8,800	9,000	9,200	9,000	8,900	8,700
Unemployed	690	580	530	570	560	470
Unemployment Rate	7.3%	6.1%	5.4%	6.0%	5.9%	5.1%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

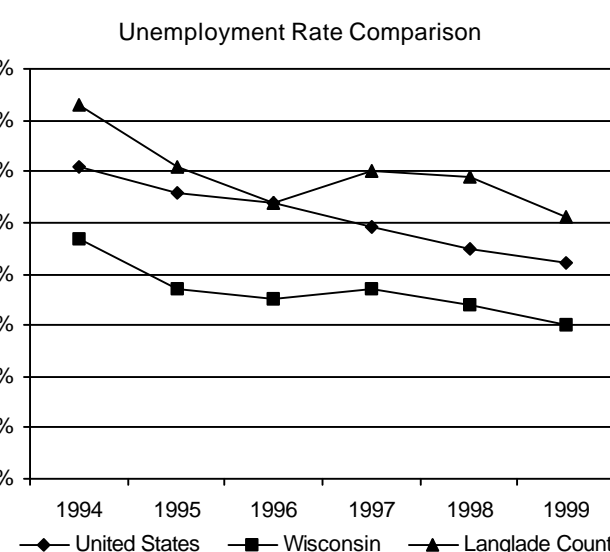
The unemployment rate in Langlade County has been fairly stable from year to year with no serious fluctuations. In 1994, it stood at 7.2 percent, only slightly high for the area and by 1999, it had declined to 5.1 percent. This is higher than the state rate and the national unemployment rate.

One advantage of the Langlade County labor market is its relative stability. No single industrial element dominates the scene, and agriculture plays a more significant role in this area than in other counties of the Upper Wisconsin River Valley district.

(Note - Although these 1990 Census Commuting numbers have not yet been updated by the recent Census, we do not anticipate any significant changes in the general pattern of movement.)

In Langlade County, about 800 workers leave the area each day to work elsewhere, mainly in Marathon County (about 300 making the trek). This is out of a total of about 7,500-8,000 employed within the county itself. By contrast, about 600 workers commute into Langlade County each day from neighboring areas to work, the largest number coming from Shawano County, which is contiguous with Langlade.

It is impossible to say what kinds of jobs these work-



Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

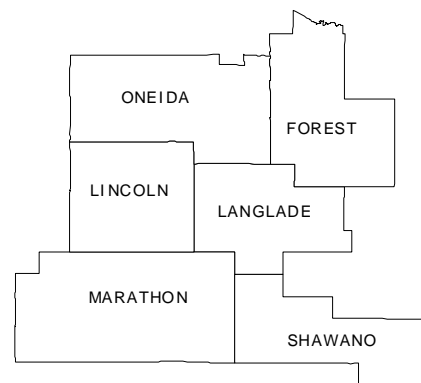
ers are commuting to, or what their professions are. They are probably stable, permanent types of jobs, such as professional employment, or perhaps jobs in manufacturing in a neighboring county. Or they are the kinds of jobs that typically take a person some distance from his or her home, like seasonal construction work. However, construction employment has seldom registered at more than 250 - 300 jobs total in Langlade County during the past few years, and many of these jobs are probably in the county itself.

Langlade County Commuting Patterns

	Commute Into	Commute From	Net Commute
Shawano	140	259	119
Marathon	314	148	-166
Oneida	167	101	-66
Forest	36	56	20
Lincoln	157	33	-124
Worked elsewhere	265	59	-206
Total	814	597	-217

Work within Langlade County 7,001

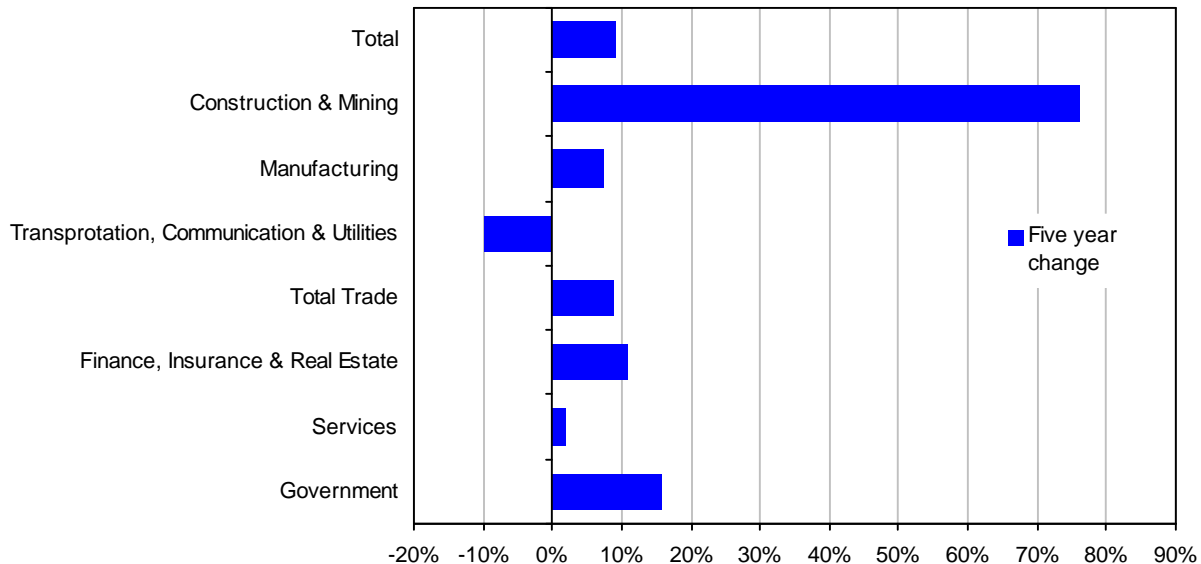
Source: WIDWD, Bureau of Workforce Information. *Wisconsin's Commuting Patterns*, 1994.



The more than 800 workers of the county's 8,500 to 9,000 employed population who leave the county for jobs each day is actually a rather large number, when compared to other areas of the state. Most workers work within a few miles of home, although this is changing. What this would appear to indicate about Langlade County is that relatively high paying, full time employment may be found more easily outside the county than within.

The commuting patterns statistics from the 2000 Census will not be available until next summer, but the only changes that are anticipated, will be higher numbers of people rather than any big changes in the patterns themselves.

Langlade County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
							1 year	5 year
Total	7,130	7,400	7,472	7,518	7,571	7,790	2.9%	9.3%
Goods Producing	1,869	1,946	2,017	2,069	2,108	2,166	2.8%	15.9%
Construction & Mining	228	268	324	356	389	401	3.0%	76.1%
Manufacturing	1,642	1,677	1,693	1,713	1,719	1,765	2.7%	7.5%
Durable	1,352	1,392	1,395	1,403	1,401	1,445	3.1%	6.8%
Nondurable	289	285	298	310	318	321	1.0%	10.9%
Service Producing	5,261	5,454	5,456	5,449	5,463	5,624	3.0%	6.9%
Transportation, Communications & Utilities	455	490	479	441	410	409	-0.1%	-10.0%
Total Trade	2,176	2,231	2,215	2,194	2,211	2,370	7.2%	8.9%
Wholesale	525	545	526	528	489	486	-0.6%	-7.5%
Retail	1,651	1,686	1,690	1,666	1,722	1,884	9.4%	14.1%
Finance, Insurance, and Real Estate	190	182	183	197	206	211	2.6%	11.0%
Services & Misc.	1,401	1,408	1,403	1,439	1,428	1,430	0.1%	2.1%
Total Government	1,039	1,144	1,176	1,177	1,209	1,204	-0.4%	15.9%

Source: WI DWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. Thus, this information is often referred to as "place of work" data.

When one looks at the employment picture in Langlade County by industry over the period 1994 - 1999 it is not surprising to find that employment levels increased. What is somewhat unusual is that job levels in one industrial sector has gone down in the recent period. This almost never happens, except over the short term (seasonal movement over a month or two, usually). Transportation and Public Utilities lost about 45 jobs over the period. Numerically, this decline is not large. But, compared to larger counties in Wisconsin, the entire number of employed people in the Langlade County labor force is not large, either, so the impact is greater.

The employment picture of Langlade County bears watching in the years to come. However, the trends of the last 12-18 months are not that serious, unless they extend much further toward the new century.

Langlade County's Largest Industries and Employers

Top 10 Industry Groups

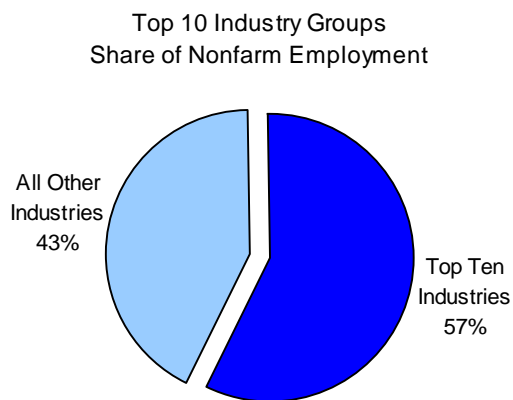
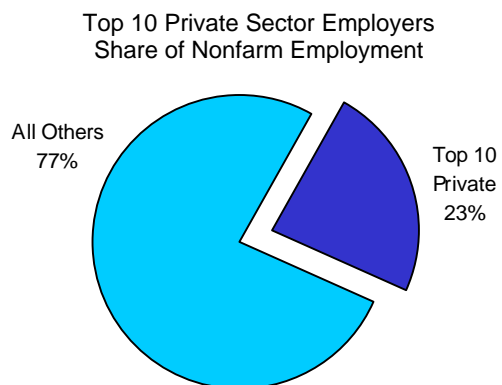
Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Eating And Drinking Places	45	684	67	87
Educational Services	4	679	-8	47
Health Services	25	644	-14	-140
Lumber And Wood Products	21	458	18	61
Industrial Machinery And Equipment	9	394	-10	36
Executive, Legislative, And General	17	391	-51	50
Food Stores	13	326	-162	12
Miscellaneous Manufacturing Industries	9	295	-19	-99
Agricultural Production-Crops	21	291	29	28
Automotive Dealers & Service Stations	27	268	-13	42

*data suppressed to maintain confidentiality

Top 10 Employers

Company	Product or Service	Size
Unified School District Of Antigo	Public Schools	500-999
Langlade Memrl Hosphotel Dieu Of S	Multiple Locations	250-499
County Of Langlade	Public Employer	100-249
Waukesha Bearings Corp	Manufacturing	100-249
The Copps Corp	Copps Food Center	100-249
Kretz Lumber Co Inc	Building Supplies	100-249
Amron Inc.	Military Supplies	100-249
Robbins	Hardwood Flooring	100-249
Johnson Electric Coil Co	Electrical Componants	100-249
Burger King	Fast Food	100-249

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.



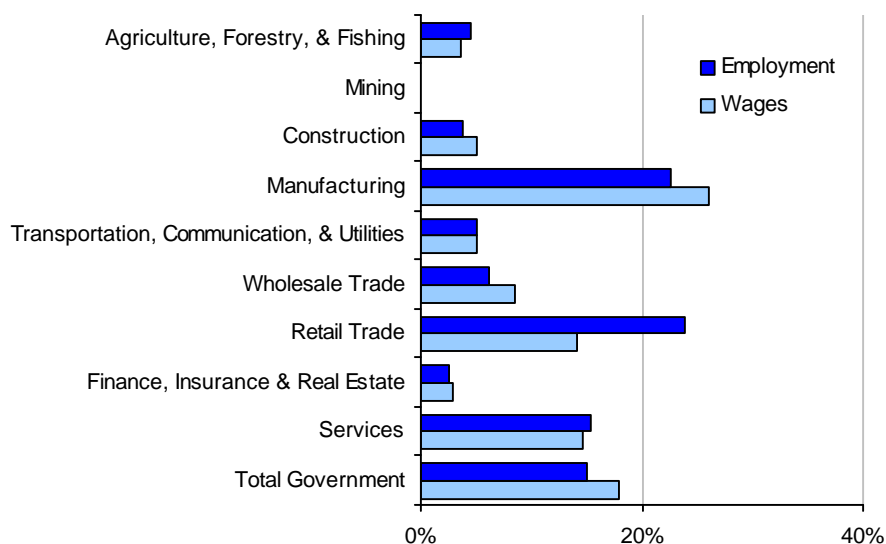
When one looks at the industrial landscape of Langlade County, one of the most obvious features is the relatively small size of individual businesses. The larger employers in the county have between 100 and 249 employees, with the majority showing less than 50 workers. This is what one would expect in a smaller labor market such as that of Langlade County.

The larger private sector employers are a cross section of the industrial spectrum - manufacturing, service, trade, transportation. This variety is a healthy condition in any labor market. Langlade County still seems to maintain it's rural character, however.

Langlade County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$21,435	\$29,609	72.4%	0.4%	13.6%	7,905
Agriculture, Forestry, & Fishing	\$17,126	\$21,499	79.7%	-0.9%	-3.3%	362
Mining	*	\$39,968	*	*	*	*
Construction	\$28,803	\$36,772	78.3%	1.4%	25.0%	297
Manufacturing	\$24,806	\$37,773	65.7%	3.2%	12.3%	1,785
Transportation, Communications, & Utilities	\$21,546	\$34,523	62.4%	-0.2%	5.8%	402
Wholesale Trade	\$29,831	\$38,048	78.4%	2.5%	17.9%	481
Retail Trade	\$12,723	\$15,066	84.4%	-3.8%	10.2%	1,892
Finance, Insurance, & Real estate	\$23,747	\$37,911	62.6%	3.2%	12.1%	203
Services	\$20,604	\$26,041	79.1%	-1.6%	24.2%	1,211
Total Government	\$25,554	\$32,017	79.8%	5.9%	10.8%	1,190

Total Employment and Wage Distribution by Industry Division

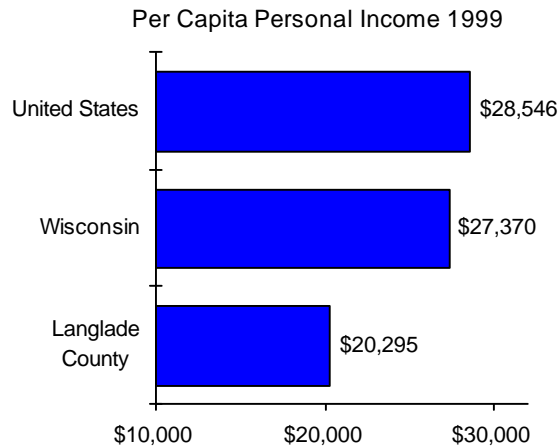


Source: WI DWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

In the table at the top of the page, the one thing that seems to stand out is the fourth column, indicating the percent of the state average wage paid in different industries in Langlade County. The wage levels in Langlade County are almost uniformly 20 - 30 percent below those paid workers across the state as a whole, with some even greater. In a smaller northern rural county in Wisconsin, it would not be surprising that there are going to be some differences in pay, but the actual differences here may be a bit large to some.

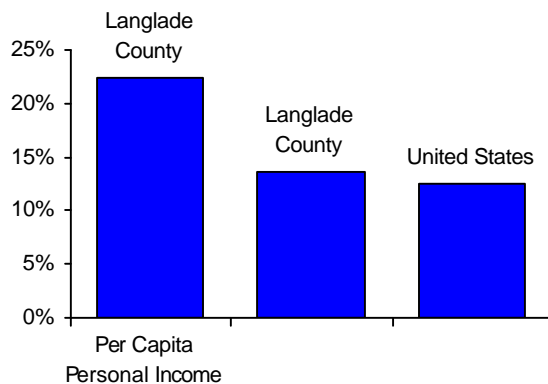
Manufacturing employment, traditionally in the higher levels of pay in any given labor market, has an average annual wage in Langlade County rather below that of the state average, about 35 percent lower. Transportation and utilities, another high paying industrial category in most areas of the state, comes in at only about 62 percent of the state average. This is a slight improvement over two years ago, but still low. Occupational elements of this sector would be local hauling, pulp truck drivers, and others, occupations which in this part of the state, often pay close to minimum wage or just above. For this reason, although utility and telephone workers are in the better paying occupations, the average for this industry is drawn down somewhat by drivers and haulers.

Langlade County Wage and Income Data



Per capita income is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Per capita income can be influenced by average family size, and the median age of the residents. Per capita income can influence the type of services and housing available within a county.

Over the past six years, Langlade County per capita income has increased by about 23 percentage points and wages earned in Forest County have increased by about 14 percent. Nonetheless, the per capita income level in this county is well below the state and national levels, by about \$8,000. This is a wide gap, and one that is typical of the less densely populated rural counties of the state. When one considers the fact that prices for most goods and services are fairly uniform throughout the state, whether transportation costs, food, apparel, etc., it is clear that this places the residents of Langlade County at a disadvantage compared to the residents of other areas of the state, especially the more heavily industrialized south east. Wages paid for work within a county can impact the type of goods and services which may be purchased. Examining wage structures can be an important part of the hiring process for both job seekers and employers.



Per Capita Personal Income

	Per Capita Personal Income						Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Langlade County	\$16,585	\$16,875	\$18,074	\$18,720	\$19,527	\$20,295	3.9%	22.4%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Administrative Secretary	\$13.20	\$14.00
Assembler	\$9.14	\$8.63
Cooks, Short Order	\$6.84	\$6.46
Driver/Sales Workers	\$10.29	\$10.73
Janitors & Cleaners	\$7.91	\$7.30
Machine Feeders & Offbearers	\$8.95	\$8.44
Welders & Cutters	\$12.99	\$13.05
Semi Drivers	\$12.00	\$18.50
Construction Carpenter	\$11.47	\$11.15
Food Preparation Workers	\$6.65	\$6.14
General Office Clerk	\$8.82	\$8.59
Licensed Practical Nurse	\$13.03	\$12.94
Salesperson, Retail	\$8.59	\$6.88
Cashiers	\$6.78	\$6.37
Nursing Aides, Orderlies, etc.	\$7.83	\$7.75

Source: WI DWD, BWI. 1997 OES Wage Survey, Wausau, WI

The mean wage is the sum of all wages divided by the number of wage earners; this is often referred to as an "average". The median wage is the midpoint of all wages; there are exactly the same number of wage earners above and below this wage. If the mean and median are relatively close the labor market for that particular worker is probably tight or very competitive.

Wages in Langlade County, especially in the trade, service, and manufacturing sectors, will not compare well to most of the occupations listed at left. In fact, pay levels near minimum are not uncommon for entry-level and low skill occupations.